



How we helped Bambini deliver the real thing

When customers of Bambini Pronto, an online retailer of premium baby goods, requested a print version of the company's online catalogues, Bambini turned to Australia Post to come up with a smart solution that would delight customers.

Customer: Bambini Pty Ltd

Website: www.bambinipronto.com.au

Industry: Baby goods

Challenges: Customer retention and responding to customer needs.

Solution: Print Post

Results:

- Sales peak after print catalogues are distributed.
- High print production values reinforce Bambini brand values and perception.
- Customers receive the information they want, in the form they prefer.

Background

Founded by sisters Megan Caporn and Julie DeSilva in 2000, Bambini was formed as a response to the broader demand for safe, good-quality, beautiful children's goods. The company sources and imports carefully selected products from around the world.

Bambini is now part of Bloom & Grow, a leading Asia Pacific distribution network for premium baby, child and maternity products.

The wholesale arm – Bambini International – distributes goods to more than 300 independent baby retail outlets, specialist online retailers, David Jones and Toys R Us stores. The consumer sales arm – Bambini Pronto – allows customers to purchase goods direct through the e-commerce website.

The challenge

Bambini Pronto initially produced print catalogues to send out to customers and became one of the first businesses in its industry to use FlippingBooks as a way of putting the catalogues online. "We found that the online turnaround was much faster, we could edit and amend the online catalogues, and it was more cost effective," says Caporn. Consequently, in 2010 the company discontinued the print catalogues, opting to go with online catalogues alone.

Bambini case study – Print Post

However, Bambini customers started requesting a print catalogue. With a clear mandate, Bambini began to look at how it could fulfil this customer need while meeting business objectives.

The solution

In 2012, Bambini decided to reintroduce print catalogues. It is producing two print catalogues a year, printing and posting 50,000–60,000 copies of each edition, depending on the season.

Bambini uses a number of Australia Post services, including utilising eParcel to deliver customer orders. Based on its longstanding relationship with Australia Post, Bambini looked to the Print Post service to distribute its print catalogues to selected segments of the Bambini customer database.

Catalogues are sent to recent customers and to people who request a printed copy through the Bambini website. “In fact, the majority of people who receive a print catalogue have requested one online,” says Caporn.

“We don’t print every single one of our catalogues and we can’t include our whole range – after all, we have around 3,000 products!” says Caporn. “The print catalogues are a ‘best of’ selection of Bambini’s seasonal offering.”

Because customers are submitting their own details, the data for the mailing tends to be fairly up to date and accurate. However, Bambini is using Australia Post’s data cleansing service to better connect with existing customers.

Australia Post and Bambini are working towards using PostConnect Data and Production to distribute future catalogues, for increased cost savings and efficiencies.

The results

Bambini has had a good response to the print catalogues. “There’s a sales peak after a print catalogue goes out,” says Caporn, “but it’s later and lasts longer than with online marketing communications.”

Bambini also still publishes a similar FlippingBook catalogue online, which might include more lines plus digital features, such as embedded data allowing the customer to get more information about a product or order it online. Using print and digital in its marketing strategy allows the Bambini brand to harness the best of both channels.

The high-quality paper stock, vibrant images and product selection in the print catalogue also capture Bambini’s brand image perfectly, cementing the connection between Bambini and quality children’s goods.

“It’s nice to be able to give people something they can see and touch,” says Caporn. “We’re online and connected all the time, but sometimes you want a break. The Bambini print catalogue is a more traditional, relaxing way to shop.”

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